

REP HEADLINE# 6363926 TRF# 396738 REP: TEL# 703 528 7800 FAX# 703 528 7880 HARRIS REPORT FROM STATION OCT5/12 12.17
\$\$\$ APPROVED REV #1 \$\$\$ ORDER WORKSHEET *** KSWB-TV ***

ADV # ADV. NAME ISS/SAN DIEGANS FOR FILNER REP.# OFF.# 20 SALESMAN #
AGY # 108 AGY. NAME THE CAMPAIGN GROUP BUYER NAME LISA CABANEL
1600 LOCUST ST. - 3RD FL. SALES PRSN WA- ROBERT LANGER
PHILADELPHIA, PA 19103

ORDER # CONTRACT # 6363926 CLASS: NATL. LOCAL REGIONAL
PRDCT SAN DIEGANS FOR FILN EST# COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 12.17

REP: TO NSA/NSM
FROM WES FOR ROBERT
OKD M1-2 SEE LINES 7-8
TOTALS REMAIN THE SAME
THANKS PLEASE CONFIRM 10/4

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
M1 OK'D BUY#2 MISSED:TU-F,M/500P-600P OCT9(3/WK) 30S \$750.00 (OCT4/12)
OFFER:TU-F,M/500P-600P OCT9(3/WK) 30S \$750.00 PLS ADVISE.
CMT:CORRECT PROG **PLACED**
M2 OK'D BUY#4 MISSED:TU-F,M/400P-500P OCT9(3/WK) 30S \$650.00 (OCT4/12)
OFFER:TU-F,M/400P-500P OCT9(3/WK) 30S \$650.00 PLS ADVISE.
CMT:CORRECT PROG **PLACED**

CONTRACT TOTAL 10400.00
TOTAL SPOTS 12



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Campaign Group, The
1600 Locust St
Third Floor
Philadelphia, PA 19103

And:

CONTRACT

Contract Agreement Between:

Contract / Revision		Alt Order #	
396738 /		06363926	
SAN DIEGANS FOR FILN			
Contract Dates		Estimate #	
10/09/12 - 10/15/12			
Advertiser			
San Diegans in Support of Bob Filner			
Original Date / Revision		10/04/12 / 10/04/12	
Billing Cycle	Billing Calendar	Cash/Trade	Cash
EOM/EOC	Broadcast		
Station	Account Executive	Sales Office	
KSWB	Robert Langer	Telerep Washin	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref		Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	10/09/12	10/15/12	FOX 5 Morning News	5a-6a		:30		\$0.00	NM	1	\$500.00
		Week: 10/08/12	10/14/12					0				
		Week: 10/15/12	10/21/12					1	\$500.00			
N 2	5	10/09/12	10/15/12	Fox 5 News at 5	5p-6p		:30		\$0.00	NM	3	\$2,250.00
		Week: 10/08/12	10/14/12					2	\$750.00			
		Week: 10/15/12	10/21/12					1	\$750.00			
N 3	5	10/09/12	10/15/12	Fox 5 News at 6	6p-7p		:30		\$0.00	NM	2	\$1,500.00
		Week: 10/08/12	10/14/12					1	\$750.00			
		Week: 10/15/12	10/21/12					1	\$750.00			
N 4	5	10/09/12	10/15/12	M-F 4p-5p	4p-5p		:30		\$0.00	NM	3	\$1,950.00
		Week: 10/08/12	10/14/12					2	\$650.00			
		Week: 10/15/12	10/21/12					1	\$650.00			
N 5	5	10/09/12	10/15/12	M-F 7p-730p	7p-730p		:30		\$0.00	NM	2	\$2,800.00
		Week: 10/08/12	10/14/12					1	\$1,400.00			
		Week: 10/15/12	10/21/12					1	\$1,400.00			
N 6	5	10/09/12	10/15/12	M-F 730p-8p	730p-8p		:30		\$0.00	NM	1	\$1,400.00
		Week: 10/08/12	10/14/12					0				
		Week: 10/15/12	10/21/12					1	\$1,400.00			
Totals												\$10,400.00
Time Period												
# of Spots												12
Gross Amount												\$10,400.00
Net Amount												\$8,840.00
Totals												\$8,840.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

REP HEADLINE# 6363926 TRF# 396738 REP: TEL# 703 528 7800 FAX# 703 528 7880 HARRIS REPORT FROM REP OCT4/12 15.38 *** KSWB-TV ***
\$\$\$ UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET **CHANGES**

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#2			MISSED: TU-F, M/500P-600P	OCT9 (3/WK)		30S	\$750.00	(OCT4/12)	
						OFFER: TU-F, M/500P-600P	OCT9 (3/WK)		30S	\$750.00	PLS ADVISE.	
						CMT: CORRECT PROG **PLACED**						
M2	OK'D		BUY#4			MISSED: TU-F, M/400P-500P	OCT9 (3/WK)		30S	\$650.00	(OCT4/12)	
						OFFER: TU-F, M/400P-500P	OCT9 (3/WK)		30S	\$650.00	PLS ADVISE.	
						CMT: CORRECT PROG **PLACED**						
OCT/12			10400.00									
						CONTRACT TOTAL				10400.00		
						TOTAL SPOTS				12		

MARKET TOTALS \$94,545 KSWB 11% KGTV 23% KFMB 31% KNSD 20% XETV 0% KUSI 15% XDTV 0% CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT4/12 14.44
*** KSWB-TV ***

SVC- NSI
DEMOS- RA35+*